

## Remarks/Arguments

### I. Response to Rejections under 35 USC § 103

At pages 2-5 of the Office Action, claims 1, 6-20, 22, 23, and 25-34 are rejected under 35 USC§103(a) as being unpatentable over "Ferrel" (US Patent 5,860,073) in view of "Park" (US Patent 5,717,974). The Applicant respectfully traverses the rejection since none of the references, when taken singly or in combination therewith, disclose the claimed invention.

In Ferrel, a style sheet (that is, a collection of formatting information, such as font and tabs in a textual document) for a publishing system is provided. However, as noted by the Examiner, Ferrel does not disclose initiating the delivery of a product subsidy when the user has printed a predetermined number of publications.

In Park, a method for monitoring prescribed use periods of replaceable parts within an image forming apparatus is disclosed. In Park, when the number of printed sheets is greater than a predetermined number, a message is displayed indicating that a corresponding one of the replaceable parts within the image forming apparatus should be replaced or cleaned. Nowhere within Park is there any mention of a product subsidy being provided. Park, at column 3 lines 20-23, only provides information in the form of a report or other document "that indicates the replaceable parts within the image forming apparatus should be replaced or cleaned under the control of the controller (20)". Further, nowhere in Park is there any mention of the product subsidy being provided or being funded by "an advertiser", as required by amended independent claims 1, 12, and 27 (claim language may vary slightly).

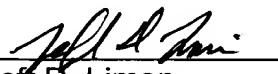
As both the Ferrel and Park references are silent on the use of a product subsidy, "wherein an advertiser funds the delivery of the product subsidy", as recited in amended independent claims 1, 12, and 27, these references cannot be combined in a manner that would introduce the missing claimed element.

Accordingly, the Applicants respectfully request that the Examiner withdraw the rejection to the claims and pass this Application onto allowance.

**II. Additional Fees:**

It is not believed that additional fees are due at this time; however, if any additional fee is required in connection with the filing of this Amendment, please charge the fee to Deposit Account No. 08-2025.

Respectfully Submitted,  
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